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News Release**Denver Bike Sharing Board Votes to End Operations of Denver B-cycle**

Nov. 21, 2019—Denver Bike Sharing, the non-profit owner and operator of Denver B-cycle and the city's first shared bicycle system, today announced a timeline for ending Denver B-cycle as part of a potential transition that will result in a new product in collaboration with a new vendor partner.

The decision means Denver Bike Sharing will cease operations as Denver B-cycle January 30, 2020. "We are faced with an aging system that needs to be replaced. And upgrading our current product is not financially viable," said Denver Bike Sharing executive director Mike Pletsch. "Our contract with B-cycle LLC is up the end of January so unfortunately there will be a gap in service as we move through this transition."

Pletsch noted that the shared economy has changed dramatically over the years and has created numerous challenges for bike sharing to remain sustainable. For years, the Denver B-cycle system relied on tourists and walk-up customers to subsidize ridership of Denver residents. That business has declined due to competition over the last two years. As a local non-profit, Denver Bike Sharing has sought to keep the B-cycle costs at a minimum for Denver residents in an effort to reduce the reliance on single-occupancy-vehicles and as a first and last mile connection with transit.

Current holders of the "5280" pass may use them on a continuing basis through January 30, 2020. The passes were created in conjunction with the Denver Department of Public Works. The 5280 Free Rides Program provided residents unlimited free rides of 60 minutes or less for the 2019 calendar year, but an additional month will be added for those members using the "5280" pass.

"Denver Bike Sharing demonstrated the need for shared bicycles in Denver and set the stage for the new providers in this market," said Pletsch. "We owe a deep debt of gratitude to city leadership, including the Mayor and council members, and the many corporate sponsors and community organizations who were with us along the way. More than anything, we need to thank our dedicated staff, wonderful riders and the entire bicycling community for their support over the years."

The decision to end operations of Denver B-cycle was made by Board of Directors of Denver Bike Sharing. "When Denver Bike Sharing launched Denver B-cycle back in April 2010, we did so with the latest in technology and equipment to ensure our non-profit organization had the greatest opportunity to be successful in serving the Denver community. Over 5 million rides later, it's time to look again for the latest in bikeshare innovation," said Pletsch.

About Denver Bike Sharing

Denver B-cycle is owned and operated by Denver Bike Sharing, a charitable, non-profit organization.

Denver Bike Sharing serves as a catalyst for a fundamental transformation in thinking and behavior by operating a bike sharing system in Denver to enhance mobility while promoting all aspects of sustainability: quality of life, equity, the environment, economic development, and public health.

To learn more about Denver Bike Sharing, the owner and operator of Denver B-cycle, visit denver.bcycle.com or call 303-825-3325.

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